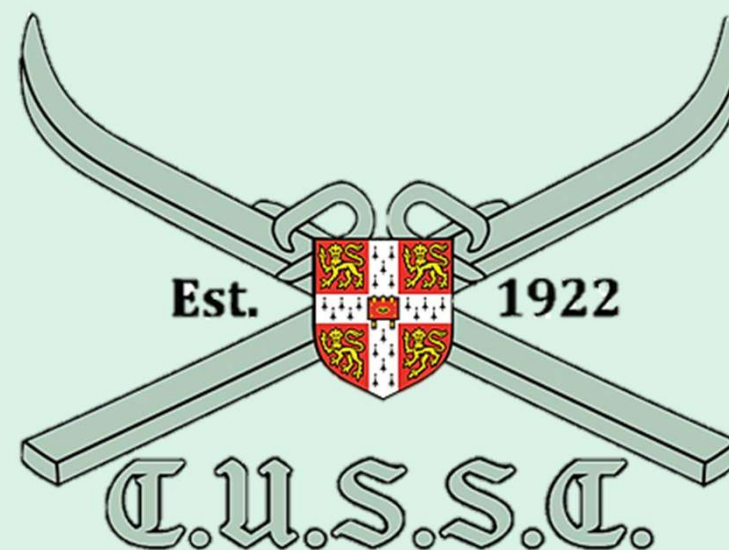




# Cambridge University Ski and Snowboard Club

*Since 1922*



## Sponsorship Brochure

2024-2025 Season

Promotional and Confidential Material

# Cambridge University Ski and Snowboard Club (CUSSC)

Founded in 1922, CUSSC are the current champions of the oldest ski race in history and the third most watched Varsity fixture in which Cambridge compete against Oxford.

## CUSSC



Promote **competitive snowsports** for Cambridge students



One of the largest, most active clubs with **regular snow training**



Members from **50+ countries** and **60%** of membership **state-sector education**



Strong presence across all subjects and colleges



## About Us

- CUSSC champions accessible skiing through **professional, highly-subsidised coaching**.
- Ski teams are a combination of elite, **experienced skiers** and **first-time racers**.
- We are looking to build on a victorious track record by working with new sponsors.



**1,000**  
spectators

**Ex-GB**  
ski racers

**Oldest**  
ski race in history

# A reputable institution and strong media presence

Over 100 years old, CUSSC has an enduring legacy well-adapted to the modern world. We offer a combination of benefits we are uniquely placed to provide.



Top students



Frequent brand exposure



Online and in-person presence

## Benefits of sponsorship



- 1** Ranked **1<sup>st</sup> in the UK**, Cambridge has a prestigious reputation and is home to a wealth of young, motivated students.<sup>1</sup>
- 2** With **pre-season, weekly training sessions, socials, team dinners and races** Cambridge ski club is a lively, active society particularly during the Michaelmas Term.
- 3** Combined with a strong media opening presence **with 674 Instagram followers** and regular features on the Cambridge University page, thousands of students watch our Varsity race on the **oldest ski trip in the world**.



1. According to The Complete University Guide, 2024

# Sponsorship Packages

CUSSC is going from strength to strength with a growing membership base. Sponsoring Cambridge Ski team offers a unique opportunity to reach students at one of the world's top universities.

## Sponsorship Options



### Light Blue Sponsor

- A fully flexible sponsorship package for companies offering non-monetary sponsorship or smaller financial contribution.

Flexible



### Silver Sponsor

- Company logo displayed on our website, team kit (catsuits, ski jackets and leisurewear) and promotional materials, all of which are highly visible.
- Branded banners and distribution of marketing materials at major events during the year.
- Coverage on social media channels.

£1,000



### Gold Sponsor

- Brand spotlight at all our events, especially the Varsity races, including banners and distribution of marketing materials in key areas such as the finish area.
- A branded recruitment dinner to meet the committee and Cambridge student ski racers.
- The Executive committee will act as brand ambassadors in Cambridge

£2,000



# CUSSC Committee

CUSSC is managed by a team of 12 students throughout the year with decades of skiing experience with an executive committee overseeing key decisions.



**Andrew McDonald**  
President

From [...], US, Andrew is a PHD student at Clare Hall. Previously Andrew was the president of Clare Hall's MCR and has skied for [...] years.



**Sophie White**  
Treasurer

Sophie is a 3<sup>rd</sup> year economist at Girton College with financial experience from a 4-month internship in a private equity investment team. She has skied for 14 years.



**Jakub Nowrotek**  
Men's Race Captain

Jakub is a 3<sup>rd</sup> year engineer at Peterhouse, who as skied for 17 years. Jakub is a qualified ski coach, teaching in the Polish mountains for a season and has raced for 8 years in Poland.



**Chloe Hambleton**  
Women's Race Captain

Chloe is a 3<sup>rd</sup> year biological natural scientist at Newnham College with 17 years ski experience. She has raced slalom in the UK for 10 years and is a qualified instructor and race coach.



## Contact Us:

 Email Address

 Phone Number:



Promotional and Confidential Material